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Factor Affecting Customer Service in Supply Chain Management of Small and Medium Enterprises: An Empirical Study of Jammu Region

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Abstract:

The purpose of the paper is to find out the dimensions of customer service in supply chain management (SCM) of small and medium enterprises of Jammu region. The paper used the empirical analysis in which convenient sampling techniques is used. In which a sample size of 50 has been taken from the business to business firms both in terms of suppliers and customers orientation. After the collection of data the exploratory factor analysis (EFA) is used to find out the different dimensions of the customer service in the supply chain management of small and medium enterprises. The paper finds different dimensions which help to improve the customer service in supply chain management which includes the customer segmentation, customer relationship, customer service strategy and service quality both in terms of customers and suppliers in business to business chain of the firms. The research is carried out in a small sample size and more over the customer service frame work of only business to business firms were find out which includes only the immediate customers and immediate suppliers of the firms. The propose system is a usable aid for decision making. The paper proposes an original approach to customer service orientation in SCM of small and medium enterprises that will change the decision of investors.

Keywords: Customer services, Supply Chain Management, Small and Medium Enterprises